SPECIAL REPORT

The NCTA Convention

Broadcasting Jun 8

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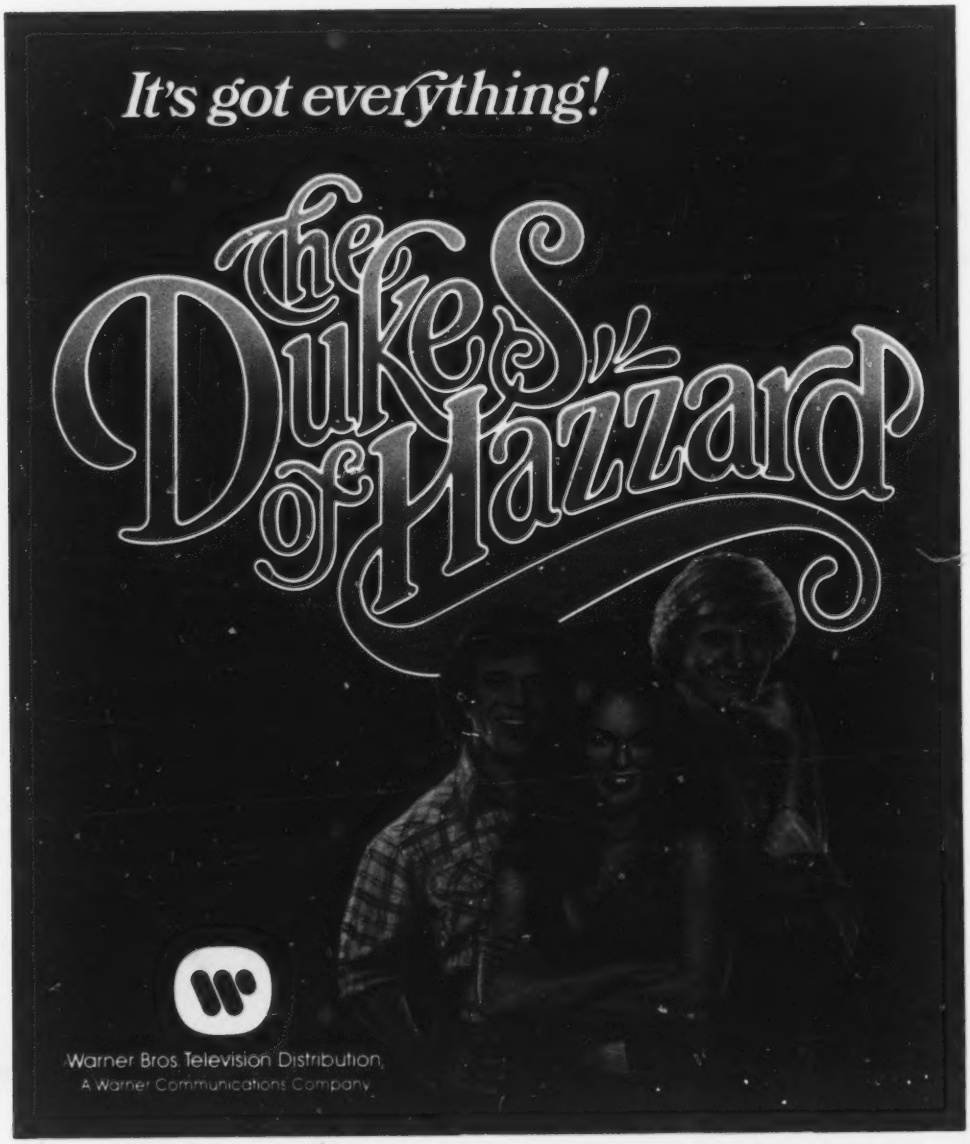

The First 50 Years Of Broadcasting

1964

The Week in Brief

TOP OF THE WEEK

SCRAP FINANCIAL REPORTS ☐ Fowler believes FCC should drop such reporting requirement. He also says partial divestiture may be in order for future buyers of AM-FM combinations. **PAGE 35.**

NODS TO RIVERA AND QUELLO ☐ New Mexico lawyer to complete Ferris term; incumbent commissioner to stay on until 1987. **PAGE 35.**

NAB BOARD ACTIONS ☐ It opposes DBS, votes to help daytimers. **PAGE 36.**

IT HAPPENED AT APB ☐ Turner chides broadcasters for not living up to all their responsibilities. Leonard calls for return to basics in journalism. Panelists air White House-press corps differences. Taishoff urges avid pursuit of First Amendment status for Fifth Estate. Packwood, Parker, Well and Worden offer varying views on deregulation. Convention coverage begins on **PAGE 38.**

PROBLEMS WITH CUBA ☐ That country's illegal high-power operations that interfere with U.S. AM stations prompts "get tough" talk at Hill hearing. **PAGE 41.**

SPECIAL REPORT

NCTA '81 ☐ More than 16,000 were on hand in Los Angeles for convention that dramatically reflected cable's position on frontier between past and future. **PAGE 48.** NCTA's board promises to be involved in Utah obscenity case and to take stand in FCC's proposed rulemaking on signal leakage. **PAGE 46.** Agency, advertiser and system spokesmen cite value of getting in on ground floor of cable advertising. **PAGE 50.** Marketing experts suggest methods to strengthen cable's hand. **PAGE 54.** Wall Street says cable stocks are on plateau. **PAGE 58.** Pluses and minuses of equity financing spelled out. **PAGE 58.** Newer MSO's tell why they're happy to be in family. **PAGE 59.** Debate rages on telephone entry into certain services. **PAGE 60.** Panelists explore avenues for future cable financing. **PAGE 60.** Top cable programers outline local productions on tap. **PAGE 63.** Showtime's plans include expansion to 24 hours on July 4. **PAGE 64.** And HBO will go around-the-clock Jan. 1. **PAGE 70.** NCTA deals its ACE awards. **PAGE 74.** Hill speakers warn that there is no clear-cut answer on AT&T question. **PAGE 76.** Wirth again stakes claim on cable for his committee. **PAGE 76.** Compulsory copyright license merits debated. **PAGE 78.** Cable goals of Congress this summer previewed. **PAGE 79.** Panelists on addressable and two-way bullish about those services. **PAGE 82.** Back-up satellite proposed by RCA Americom. **PAGE 83.** Last year's doubts about 400 khz fade. **PAGE 84.** Panelists address addressability. **PAGE 85.** Majors explain modus operandi in data distribution. **PAGE 86.** High-speed data transmission touted by manufacturers. **PAGE 87.**

MEDIA

NAB GUARD CHANGES ☐ Tom Bolger, outgoing joint board chairman at NAB, leaves legacy of energetic leadership. Reins are turned over to Ed Fritts, already running fast. **PAGE 88.**

BUSINESS

MORITA TELLS IT ALL ☐ Sony's chairman provides security analysts with complete picture of company's status, finances and future plans. **PAGE 93.**

LAW & REGULATION

PACKWOOD FUMES ☐ Senate Commerce Committee chairman is unhappy that White House witnesses don't testify on AT&T bill, but the S. 898 show goes on to applause of Fowler and Geller. **PAGE 94.**

JOURNALISM

CBS BACKED ☐ Federal appeals court goes along with network in *60 Minutes* First Amendment case. **PAGE 97.**

1964

THE 'BROADCASTING' YEARS ☐ Federally ordered and self-imposed restrictions on cigarette advertising marked 1964. LeRoy Collins quit as NAB president to the relief of many broadcasters, who also breathed a bit easier when Pat Weaver's pay-television operations were blocked by a California referendum. **PAGE 101.**

PROFILE

SPIRIT OF A 49ER ☐ Times and places have changed for Bruce Cox since he took his first radio job in 1949. But nothing happened in the ensuing 32 years to lessen the enthusiasm for broadcasting of Compton's vice president, director of programing. **PAGE 127.**

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Index to advertisers ■ ABC Information Network 23 ☐ Accuracy In Media 20 ☐ American Chiropractic Association 27 ☐ American Insurance Association 12-13 ☐ American Petroleum Institute 85 ☐ Ampex 56-57 ☐ Arbitron 51 ☐ Beck-Ross Communications Inc. 10 ☐ Becker Communications Associates 76 ☐ Blackburn & Co. 90 ☐ Boy Scouts of America 26 ☐ Broadcast Personnel 123 ☐ CBS-FM Sales 19 ☐ CMA 28-29 ☐ Continental Electronics 85 ☐ Delta Airlines 30 ☐ Fetzer Stations 21 ☐ Filmways 31-34 ☐ Harold Friedman Consortium 87 ☐ Gaylord Broadcasting Co. 55 ☐ Gold Key 61 ☐ Hayes Broadcast Syndication 22 ☐ Ikegami 65 ☐ Katz Agency 18 ☐ Lorimar Productions 15-17 ☐ MCA-TV 6 ☐ MGM-TV Inside Front Cover/Page 3 ☐ Maxine Ltd. 89 ☐ Media People 125 ☐ Mobil 4 ☐ NBC Radio 9 ☐ NEC Inside Back Cover ☐ Phillips Petroleum 124 ☐ SFM Holiday Network 52-53 ☐ Satellite Music Network 47-49 ☐ Sony 72-73 ☐ Standard Rate & Data Service 79, 81, 83 ☐ Howard E. Stark 93 ☐ Storer 24-25 ☐ Supersign America 43 ☐ TA Associates 91 ☐ TV Guide 77 ☐ Tandem 66-67, 69, 71 ☐ Telepictures Corporation 11 ☐ Edwin Tornberg 106 ☐ United Media Enterprise 62 ☐ WSBK-TV 100 ☐ Ward Beck Back Cover ☐ Warner Brothers TV Front Cover ☐ Westwood One 8 ☐

manager of KLAS-TV Las Vegas and former television board vice chairman, was designated television chairman after running unopposed.

In an apparent effort to head off potential division between its full-time and daytime station members on the 9 khz issue, the board directed the NAB staff to increase pressure on the FCC to do everything it can, short of degrading present service, to allow daytime-only stations to broadcast full time. This is the second time this year the board has reaffirmed a resolution it first adopted in January 1979.

Shortly before last week's meeting, Representative Paul Findley (R-Ill.) sent letters to most daytime broadcasters (excluding some who are NAB board members) claiming that adoption of 9 khz channel spacing is the daytimers' "last hope" to become full-time stations and accusing the NAB of ignoring the interests of its daytimer members and distorting facts in its fight against 9 khz (BROADCASTING, June 1). Fritts said last week that NAB had received "half a dozen" letters from broadcasters responding to Findley's campaign, half opposing and half supporting NAB.

As he was expected to, Findley introduced a bill last Monday (June 1) directing the FCC, "pursuant to adoption of a 9 khz spacing plan," to insure that each community regardless of size is provided with maximum local full-time radio service. A similar bill Findley introduced in the 96th Congress did not contain a specific reference to 9 khz.

In an update on 9 khz, the board was advised of the latest ammunition brought into its fight against channel shrinkage. Jules Cohen, an engineering consultant hired by NAB to study the impact of reducing channel spacing on existing AM broadcasters, claimed that the FCC underestimated by $18 million the overall costs broadcasters may have to bear if the western hemisphere decides to adopt 9 khz next November.

Cohen also claimed that the National Telecommunications and Information Administration underestimated the adjacent-channel interference that would result from a switch to 9 khz. It did so by not taking into account the significant amount of audio processing being conducted by stations today. Audio processing, which allows stations to sound louder by maintaining high frequency modulation, increases adjacent channel interference. NAB has spent close to $200,000 gathering evidence against 9 khz proposals.

The board affirmed a decision by the radio code board that commercials be restricted from simulating techniques used to present on-air editorials and news announcements. It also affirmed an earlier resolution by the executive committee to urge the FCC to expedite its proceeding on AM stereo.

An NAB study of public attitudes toward contraceptive advertising on radio and TV got the board's go-ahead and is expected to begin within two months. The board put off launching a similar study on personal product ads because it wants more work done on a questionnaire involved.

The board approved two new categories of associate memberships, for foreign organizations that will pay $450 in dues annually and for retired broadcasters, who will pay $100 in annual dues. The board also voted to raise dues for its other associate memberships by 10% beginning in September 1982.

The NAB Science and Technology Committee, chaired by William Lilley, CBS Washington vice president, will consider requests from the American Newspaper Publishers Association for NAB support in ANPA's efforts to defeat legislation pending in the Senate that would allow AT&T to offer electronic information services. The board received a briefing on the issue from Kenneth Schanzer, NAB senior vice president, government relations, but decided the legislation and issues involved were too complex for a decision by the full board last week.

Lilley said his committee will report to the executive committee at its July meeting on a study to be conducted between now and then. The study will analyze how the Senate bill (S. 898) could affect current over-the-air television, electronic advertising and television industry revenues. It will also look at political ramifications of NAB's involvement in the issue.

At the July meeting, the executive committee will also review NAB's position on funding for public broadcasting.

Championing the cause of TV deregulation. Total video outlets exceed the number of radio stations in many markets, according to William Lilley III, CBS vice president, Washington, who presented recently compiled surveys to the NAB's joint board of directors last week. He's making a case that conventional TV, as well as radio, is ready for deregulation. ■ Lilley previously had presented his conclusions to the House Telecommunications Subcommittee, which is gathering evidence of competition in the communications industry (BROADCASTING, June 1). Subcommittee staffers found the report "interesting," according to chief counsel David Aylward, who had not yet conferred about it with Chairman Timothy Wirth (D-Colo.) ■ Lilley based his initial conclusions on a study of the 14 markets represented by members of the Telecommunications Subcommittee (hence the inclusion of Denver, from whence the chairman hails). Taking that market as an example (see chart below), there are 37 cable channels, one MDS channel and five VHF and UHF television stations, for a total of 43 video outlets plus 21,315 videocassette players in a city that has only 23 radio stations. ■ CBS now is surveying markets of other members of Congress who have heard about the report. The NAB board referred the study to its executive committee, which will consider further applications or expansion of the project for lobbying efforts.

	CABLE					
	% of homes passed	*Average number of channels*	*MDS channels*	*Total UHF & VHF channels*	*Video-cassette players*	*Radio stations*
New York	28	29	3	14	177,554	39
Los Angeles	23	23	3	18	115,314	32
Chicago	6	27	2	11	78,652	39
Philadelphia	23	27	2	10	65,011	30
Boston	19	23	2	9	51,367	20
Detroit	4	27	2	7	44,335	23
Washington	8	29	1	7	38,580	20
Cleveland	32	20	3	5	36,465	21
Dallas	1	35	2	6	33,465	20
Seattle-Tacoma	41	23	2	7	26,857	26
Denver	13	37	1	5	21,315	23
Charlotte, N.C.	15	12	1	7	15,347	13
New Orleans	12	29	1	5	14,707	23
Des Moines, Iowa	34	33	1	4	9,379	13

violation of rules, and if so, effect on Blue Ribbon's qualifications to be licensee; ordered burden of proceeding on Broadcast Bureau and burden of proof on licensee, ordered evidence on issue be heard May 19 at 10 a.m. in Washington, D.C. (By Order; Doc. 21280). Action May 11.

■ Charleston, W. Va. **TV proceeding** (Appalachian Broadcasting Corp. and West Virginia Telecasting Inc.)—ALJ Walter C. Miller granted joint request by applicants and approved agreement, authorized reimbursement of $30,283.83 to Appalachian, dismissed Appalachian's with prejudice, granted West Virginia Telecasting's application, and terminated proceeding (By MO&O; BC Doc. 81-48-49). Action May 18.

Petition

■ The Coalition for Enforcement of Equality in Television and Radio Utilization of Time and Hours (CEETRUTH) has appealed commission's renewal of license of KGGM-TV, Albuquerque, N.M. CEETRUTH filed petition to deny renewal challenging adequacy of station's efforts to ascertain needs of its community of license, responsiveness of its program service to such needs and adequacy of its efforts to employ minorities and women. CEETRUTH filed its appeal with U.S. Court of Appeals for District of Columbia Circuit. Last December 16 FCC announced it would granted KGGM-TV one year license renewal. Ann. May 28.

Cable

■ FCC received the following cable service registrations:

■ Tulsa Cable Television Inc. for Tulsa, Broken Arrow and Sand Springs, all Oklahoma (OK0061, 65, 64) add signal.

■ Sierra Communications Systems Inc. for Lake Widwood, Calif. (CA0784) add signal.

■ Mountain Cable TV Co. for Prairie City, Ore. (OR0028) add signal.

■ Capital Cable Co. Inc. for Austin & Bergstrom AFB, both Texas (TX0029, 30) add signal.

■ Telecable of Cleveland Inc. for Cleveland and Bradley, both Tennessee (TN0068, 159) add signal.

■ Marceline CATV for Marceline, Mo. (MO0114) add signal.

■ Scott & Krenz TV Systems for Bruce, Wis. (WI0224) add signal.

■ Tele-Media Co. for Senecaville and Richland, both Ohio (OH0401, 651) add signal.

■ Scott & Krenz TV Systems for Lafayette, Wis. (WI0225) add signal.

■ Vision Cable Communications of Moore Head City Inc. for Pine Knoll Shores, Altantic Beach, Beaufort, Havelock, Cape Carteret, Emerald Isle, Carteret, Newport, Swansboro, all North Carolina (NC0198, 197, 196, 204, 200, 199, 202, 201, 203) add signal.

■ Vision Cable of South Carolina Inc. for Florence and Darlington, both South Carolina (SC0057, 115) add signal.

■ Okmulgee Video Inc. for Okmulgee, Okla. (OK0090) add signal.

■ Cablevision of Fredericksburg Inc. for Fredericksburg and Spotsylvania, both Virginia (VA0020, 22) add signal.

■ Breckenridge TV Cable Co. for Breckenridge, Tex. (TX0014) add signal.

■ Cablevision of Pennsylvania for Bridgeport, West Conshohocken, Conshochocken, East Norriton and West Norriton, all Pennsylvania (PA1465, 1470, 1511, 1512, 1554) add signal.

■ Century Cable of Southern California for Brea, La Habra, La Habra Heights, Los Angeles county, Orange county, all California (CA0016, 18, 802, 753, 754) add signal.

■ Century Cable of Northern California for Benicia, Calif. (CA0015) add signal.

■ Florida TV Cable for Volusia and Ormond Beach, both Florida (FL0015, 16) add signal.

■ Utica CATV Inc. for Utica and North Utica, both Illinois (IL0029, 261) add signal.

■ Sitka Alaska Television for Sitka, Mount Edgecumbe, both Alaska (AK0002, 36) new signal.

■ Ketchikak Alaska Television Inc. for Ketchikan Gateway, Alaska (AK0035) new signal.

■ Pan Pacific and Low Ball Cable TV for Emeryville, Calif. (CA0852) new signal.

■ Ketchikan Alaska Television Inc. for Ketchikan, Alaska (AK0003) add signal.

■ Garberville Cable TV for Garberville and Redway, both California (CA0595, 596) add signal.

■ Bixby Cablevision Inc. for Bixby, Okla. (OK0202) add signal.

Earth Stations

Applications

■ Church Point Cable TV Inc. for Church Point, La. (5m; S-A; E3181).

■ Skyline Communications Corp. for Galena, Ind. (5m; Microdyne; E3184).

■ Churchill Downs Race-Sport Book for Las Vegas, Nev. (4m; MSC-4; E3186).

■ Sarasota-Bradenton Florida TV Co. for Sarasota, Fla. (7m; Microdyne; E3187).

■ Continental Cablevision of Michigan Inc. for Madison Heights, Mich. (5m; S-A; E3188).

■ Tower Communications Inc. for Waverly, Ohio (4.6m; S-A; E3190).

■ Southern Communications and Service Inc. for Tyndall AFB, Fla. (5m; S-A; E3191).

■ Pittsfield Cablevision Inc. for Pittsfield, N.H. (5m; Microdyne; E3212).

■ Hi-Net Communications for New Iberia, La. (5m; AFC; E3212).

■ Hi-Net Communications for Orlando, Fla. (5m; AFC; E3216).

■ Satellite Business Systems for Columbus, Ohio (5.5m; Nippon; E3217).

■ Satellite Business Systems for Covington, Ga. (5.5m; Hughes; E3218).

■ Satellite Business Systems for Magna, Utah (7.7m; Hughes; E3219).

■ Satellite Business Systems for Faulkland, Del. (5.5m; E3220).

■ Satellite Business Systems for Los Angeles (5.5m; Hughes; E3221).

■ Rube Cablevision for Edwards, Miss. (5m; Microdyne; E3222).

■ Century Cable of Northern California for San Pablo (5m; S-A; E3223).

■ Hi-Net Communications Inc. for Dallas-Regal Row, Tex. (5m; unknown; E3224).

■ Cablevision for Peotone, Ill. (4.6m; S-A; E3226).

■ Medallion Broadcasters Inc. for Sioux City, Iowa (4.5m; S-A; E3226).

■ American Satellite Co. for Fort Monroe, Va. (5m; S-A; E3227).

■ American Satellite Co. for Shaw AFB, S.C. (5m; S-A; E3228).

■ Indiana River Community College for Fort Pierce, Fla. (5m; Microdyne; E3229).

■ Cylix Communications Network Inc. for San Antonio, Tex. (4.6m; S-A; E3230).

■ Interstate for Manassas, Va. (4.6m; S-A; E3231).

■ Nor-Com Video Inc. for Adams, Wis. (5m; Comtech; E3232).

■ General Electric Cablevision Corp. for Watertown, N.Y. (5m; S-A; E3233).

■ Cable Electronics Inc. for Rotan, Tex. (5m; Anixter-Mark; E3234).

■ Nor Cal Cablevision Inc. for Paradise, Calif. (5m; S-A; E3235).

■ Rainbow Vision Cable for Flanagan, Ill. (5m; Anixter-Mark; E3189).

■ WKRG-TV Inc. for Spanish Fort, Ala. (7m; unknown; E3214).

■ Global Communications Inc. for Houston, Tex. (5.6m; Gardner; E3242, 43, 44, 45, 46).

■ Warner Amex Cable Communications Inc. for Marks, Miss. (4.6m; S-A; E3247).

■ University of West Florida for Pensacola, Fla. (4.5m; Rockwell; E3248).

Grants

■ City of Arma for Arma, Kan. (E3205).

■ Bureau County Cablevision for Ladd, Ill. (E3062).

■ Century Cable of Southern California for Brea, Calif. (E3075).

■ Arlington Cablesystems Corp. for Arlington, Mass. (E3077).

■ Hi-Net Communications Inc. for Alberta Lea, Minn. (E3078).

■ Hi-Net Communications Inc. for Augusta, Ga. (E3079).

■ Cylix Communications Network Inc. for Detroit, Mich. (E3082).

■ Cylix Communications Network Inc. for Indianapolis (E3087).

■ Sunbelt Cablevision of St. Charles Inc. for Destrehan, St. Charles Parrish, La. (E3096).

■ Scope Cable Television Inc. for Ashland, Neb. (E3097).

■ Metromedia Inc. for Golden Valley, Minn. (KG83).

■ Teleprompter Corp. for Portales, N.M. (KG87).

■ Hurley Cable TV Inc. for Hurley, N.M. (KH25).

■ Twin City Cablevision Inc. for Centralia, Wash. (KH31).

■ Communications Services Inc. for New Braunfels, Tex. (KH37).

■ Communications Services Inc. for Seguin, Tex. (KH38).

■ WHYY Inc. for Philadelphia (WD57).

■ South Central Educational Broadcasting Council for Hershey, Pa. (WD93).

■ Gerity Broadcasting Co. for Essexville, Mich. (WG47).

■ Nantucket Cable-Vision Corp. for Nantucket, Mass. (WG50).

■ Cox Cable Communications Inc. for Jacksonville Beach, Fla. (E2901).

■ Falcon Communications for Monterey Park, Calif.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses